

# The Impact of E-satisfaction, brand reputation and E-trust on E-loyalty: An Empirical Study of apparel industry of Rawalpindi and Islamabad

H. Mobeen<sup>1</sup>, A. Jameel<sup>2</sup>, A. Shahzad<sup>3</sup>, H. B. Khalid\*<sup>4</sup>

<sup>1,2,3,4</sup> *Shifa Tameer-e-Millat University Islamabad, Pakistan*

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**Abstract.** The objective of this paper is to examine online brand relationships, and the connection between satisfaction, trust, and loyalty on the online level. The website is considered to be an extension of the parent brand. It also seeks to explore the effects of offline experiences on online level experiences. Methodology employed included a survey through distributing close-ended questionnaires individually to people of Rawalpindi. The sample size for this study was 200. Responses of questionnaires were analyzed through SPSS statistics by performing Regression and Correlation analysis. The results confirm the results of previous studies, indicating that satisfaction and trust at the site level is a determining factor in the retention of online businesses. However, they also show that brand-level experiences can vary depending on online satisfaction, trust and loyalty, depending on the relationship between the consumer and the brand. Interestingly, in this case, the duration of the user's history and the registration of the website have a negative impact on online trust. This article combines the literature on the satisfaction and reputation of online brand loyalty. The findings of the study are based on large-scale surveys that provide researchers and practitioners with valuable insights into how the brand experience is related to clients' attitudes and commitments to health. Internet. The context of the study, the magazine publishing industry, has drawn less attention from researchers, although several publishers have expanded their brands online.

**Key words:** Brand reputation, E-satisfaction, E-Trust, E-loyalty, Brands

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## 1 Introduction

Wherever we have brands, there is no doubt that you are essential to successful marketing. A family brand guarantees a certain quality and consumer satisfaction. A strong and reliable brand can enrich the company's products [Donio' et al. \(2006\)](#) and create a brand image: strong brands should generate higher incomes [Farahmand et al. \(2012\)](#) and generate significant savings. Brand Opportunity ([Horppu et al., 2008](#)). Branding offers vendors the opportunity to attract and attract loyalty and passionate customers [Keller and Kotler \(2005\)](#) and protect their competitors ([Delgado-Ballester and Luis Munuera-Alemán, 2005](#)). Several examples of brand loyalty have been extensively discussed in existing research. For example, many researchers believe that

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\*Corresponding author.

Email: [drharisbinkhalid@gmail.com](mailto:drharisbinkhalid@gmail.com)

brand trust is one of the reasons (Chaudhuri and Holbrook, 2001; Delgado-Ballester and Luis Munuera-Alemán, 2005; Morgan and Hunt, 1994). Brand satisfaction, in turn, is considered to be an important founder of brand confidence (Zboja and Voorhees, 2006). Therefore, based on the results of many empirical concepts and studies, the connection between brand relationships (e.g. brand satisfaction, brand trust and brand engagement) seems obvious. For example, it is argued that you will only become loyal if you secure and maintain your trust. Recently, with the development of e-commerce, the problems of satisfaction, trust and loyalty in online environments have become more and more important. For example, you suggest that consumer loyalty has become a major success factor for ecommerce providers in terms of competition and currency, as competition is just a "mouse click" (Semeijn et al., 2005). However, few studies have identified the relationship between satisfaction, trust, and online loyalty (Anderson and Srinivasan, 2003; Flavián et al., 2006). So the question is whether there is a similar relationship between satisfaction, trust and loyalty in the online atmosphere.

Consumers believe that external signals are largely inaccessible to an intrinsic key-domain entity and lack the data from product / service providers (Horppu et al., 2008). The concept of e-Satisfaction, e-loyal and Customer e-Trust has received much research attention in recent years. Customer satisfaction is an entrepreneurial challenge in today's competitive market. One day there have been many changes in our innovative environment. It takes into account the loyalty of customers, which is required by their positive result with long-term profit and customer satisfaction. In line with rich hero and colleague Choi et al. (2017), the high prices for new electronic customers will generate relationships with unprofitable customers for a few years. Everything became more complex and integrated. For example, the big change is easy to spot in our everyday used items. From the banking sector to online shopping, everything became more complex and innovative; Simply panning a card and buying anything you want, with ease; There is also a difficulty as things become more innovative and complex. There are also many problems that occur during the online process, now each brand is not just focused on direct selling, but also focuses on those products that can be sold online. We discuss the impact of brand reputation, e-Satisfaction and e-Trust on e-Loyalty.

One of the main goals required of each organization is to serve the customer in the best possible way (A. de Waal et al., 2014). When we talk about customers, these are the most valuable assets of all companies, the more the customer and the company are in a positive state. Customer satisfaction, loyalty and trust studies focused on branding and not on a product. In addition to all these things, each brand's online reputation plays an important role in the life-cycle of a particular brand, as aspiring online operations need to be very diligent to keep your customers. The diverse relationships are projected between trust, satisfaction and loyalty in the Internet context (Reichheld and Scheffer, 2000). People have many options if satisfied brands do not attach much importance to the customer. Brands are complicated structures. They serve several valuable functions, including as marketer of the company's offer, helping clients in their choice and enriching them financially (Keller and Lehmann, 2006). Online Brand Operations can help customers reduce their search and business costs by increasing the likelihood of repeat purchases to improve brand position and market share. Long ago, in the decade of 1990, most companies relate to their customers in terms of personal interaction with the owner or employees. This has changed dramatically in the modern market, where most transactions are conducted online.

## 1.1 Significance and Objectives

We compile this section of electronic satisfaction, trust and loyalty by keeping clothing line in the fashion industry as a base. Nowadays there are huge changes took place in our diverse environment. Everyone love to purchase a product through online platforms likewise people also purchase clothes through online means e.g. KHAADI, Gul Ahmed Sana Safinaz is those brands that use by ladies as well as gents. These brands also got popularity for online sales of products that customer experience. They have their own proper websites that people use for purchase of product e.g. [www.khaadi.com](http://www.khaadi.com), [www.gulahmed.com](http://www.gulahmed.com). People visit their sites and made a purchase also experience the platform of online purchase. We study about is it easy to maintain and retain a customer that purchases a product online. Are these brands maintained the electronic trust, satisfaction, and loyalty of consumer?

The internet makes doing business much easier and faster. It's led to changes in the way people do businesses with the rapidly growing worldwide trends toward online shopping. Online businesses and brands that perform the online operations have to maintain trust customer satisfaction and loyalty. The important is this how diligently the company focuses on maintaining and building online trust, satisfaction and customer loyalty with the particular brand.

## 2 Literature Review

### 2.1 E-Loyalty

Brand engagement is reflected in the long-term relationship commitment of the customer's holding brand (De Waal and van der Heijden, 2016). In general, loyalty is understood as a "commitment to repurchase or use of preferred stable products / services in the future, which leads to a repeat of the same brand or even the full purchase of the brand, despite all efforts, influences situations and changes in marketing Behavior probably (Ha, 2004). Loyalty offers a variety of benefits and helps to develop and implement marketing strategies (Farahmand et al., 2012). Loyalty creates a stable customer base for the company's products and services (farahmand2012. Loyal customers will renew the purchase and, if you are positive, will be willing to pay a higher price for the products services you buy for your favorite brands (Kursunluoglu, 2014). In doing so, companies strive to retain their existing customers by striving to increase brand engagement, thereby securing the company's profitability and sustainability (Morrison and Crane, 2007). Advances in the Internet and related technologies have extended the concept of brand engagement to the online environment, redefining electronic loyalty. This expansion is important because electronic loyalty is something other than off-line loyalty 591. E-Search's brand experience has defined electronic loyalty as an obligation to review brand websites at regular intervals. Website. Without going to other places. (Cyr, 2008). The aim of the e-loyalty literature is to improve electronic loyalty (Cyr, 2008). These studies have shown that e-trust is a major cause of e-loyalty. By extending the scope of these terms, this study suggests investigating the impact of "e-Brand Trust" on "e-Brand Loyalty". As part of our research, electronic brand trust means consumer trust in online brands. The loyalty to the electronic brand also points to the loyalty of consumers to a particular online brand.

Customer loyalty is defined as "a reliable commitment to redeem or re-select the next selected product / service, resulting in a repeat of the same brand or even the purchase of the entire brand, despite the efforts of marketing the situation and could lead to change behavior "(De Waal and van der Heijden, 2016). This general definition also seems to apply to electronic

loyalty. De Waal and van der Heijden (2016) offers another more succinct and specific definition: it refers to electronic loyalty as "the customer's positive attitude toward e-commerce, resulting in repeated purchases" (Kursunluoglu, 2014). The preferences and supportive attitude believe that customer satisfaction, which is often translated as the main driver of loyalty Amin et al. (2013) is the online collection. Since finding loyal customers over the Internet is considered difficult, satisfaction with the company and its services may be more important than online (Bowen and McCain, 2015).

Our study is based on the theory of marketing relationships with the important illustrated work that the consumer, when the product and the services and its supplier are inseparable, also developed a relationship with the product service provider. Although direct contact between consumers and suppliers is unlikely, consumers are developing a relationship with the product or its symbol. Brand engagement and brand value are therefore above all measures of the relationship that consumers develop with the product and the symbol of a company. The question is why do consumers engage in relational market behavior? We postulate that consumers engage in relational market behavior to achieve greater efficiency in their decision making, to reduce the perceived risks associated with future choices.

## 2.2 E-Satisfaction

Customer satisfaction is closely linked to the trust relationship (Wah Yap et al., 2012). In the online environment, the positive effects of satisfaction on trust are also possible, although empirical research in this area is rare. For the e-book industry, the positive impact of customer satisfaction on trust in the Group's reputation has been demonstrated (Anusic et al., 2014). Similar to these findings, customer satisfaction with some retailers should increase their willingness to make more online purchases from electronic retailers (loyalty) and online media trust (system-based trust). The satisfaction of the system-specific application (e-tailer) will increase the confidence of the entire system. The conceptual framework is the relationship with the customer: loyalty to the brand is determined by the satisfaction of the brand. This is the result of a positive consumer brand experience Ha and Perks (2005) that positively impacts the brand's promise and purchase goals Fullerton (2005) and strengthens the brand's reputation (Selnes, 1993).

Customer satisfaction is at the heart of the association's online retail environment (Veloutsou, 2015). Satisfaction is defined as the perception of gratifying satisfaction in the client's negotiating experience (Azila Mohd Noor et al., 2014). We theorize e-Satisfaction as a cumulative structure that "is based on the sum of each purchase and consumption experience and the satisfaction of goods or services over time" (Amin et al., 2013). Satisfied customers tend to have greater use of services Gerpott et al. (2001) have a greater purchase intent, and often want their knowledge Zeithaml et al. (1996) to secure the product or service, rather than those Satisfied: In addition, dissatisfied customers are more likely to seek alternative information and switch to another retailer and are even more reluctant to build strong relationships with retailers (Anderson and Srinivasan, 2003). It has also been found that the relationship between satisfaction and electronic fidelity is important in many studies (Anderson and Srinivasan, 2003; Cai and Xu, 2006; Park and Kim, 2003).

Therefore, we tend to think that customer satisfaction in e-commerce can be a personal perception that focuses on completely different aspects of product quality, purchasing practices, trust, and integrity.

The satisfaction of the existing experience in the connection with the company will affect the

developed links. Although there is evidence that many customers have expressed a contented quote [Chandrashekar et al. \(2007\)](#), a satisfaction study took into account the results of the marketing relationships to link with brands and traditional companies. They are very satisfied. Satisfaction helps keep consumers under certain conditions and is an important predictor of loyalty (Beerli et al., 2004, Voss et al., 2010). Previous studies have even shown that satisfaction is the relationship between the luxury brands that are part of the mass effect and their customers, the most important factor, while influencing the functions of relationship and engagement. General. The brand itself or as part of the investment ([Sung and Campbell, 2009](#)). Satisfaction is very high in all cases, loyalty, satisfaction of several scenarios ([Chandrashekar et al., 2007](#); [Harris and Goode, 2004](#); [Michaelidou and Christodoulides, 2011](#)).

When customers are satisfied with the site, they tend to interact with the site and become repeat customers in the future ([Anderson and Srinivasan, 2003](#); [Su et al., 2022](#)). A satisfied customer can become a loyal customer for many reasons. For example, changing another website may require a price change. To avoid extra efforts to find alternative locations, satisfied customers prefer to stay in similar locations ([Yang and Peterson, 2004](#)).

In addition, the fact that customers receive similar satisfaction and patch spacing from other websites encourages them to stay in similar locations ([Chandrashekar et al., 2007](#)). In fact, many studies have happily offered the positive results of electronic fidelity ([Anderson and Srinivasan, 2003](#); [Chandrashekar et al., 2007](#); [Harris and Goode, 2004](#)). The relationship between customer satisfaction and brand loyalty is well documented in the literature levels "transaction specific" and "total" ([Bitner et al., 1997](#); [Oliver, 1999](#)). The study found strong evidence in this area, indicating a significant positive correlation between customer satisfaction and behavioral goals. Similarly, ([Anderson and Srinivasan, 2003](#)) that buying intentions are closely related to the satisfaction of the product category.

### 2.3 Brand Reputation

Brand squares are fully presumptuous: their importance in promoting success is undeniable. A well-known set guarantees precise quality and customer satisfaction. A strong and reliable set will power the company's products and create a brand image: a strong brand should end up with a higher revenue stream and significant savings opportunities ([Keller and Lehmann, 2006](#)). Stigma offers marketing professionals the opportunity to attract and attract a group of enthusiastic, motivated and loyal customers [Keller and Lehmann \(2006\)](#) after protecting commercial competitors /citepehsan2016. She discussed the full name and whether customer satisfaction measures an equivalent structure. Additional dominant readings in the literature seem to be more of a long-term and global evolution than a structure of satisfaction for the overall view of the name or service provider. The full name has been described as a quality perception associated with the name. The key operation of the set is that it is easy to choose once the intrinsic index or posture measurement is difficult or impossible to use. The intrinsic indices refer to the physical or technical composition of the product. The name has been defined as a person related to the outer thread of care, that is, as an attribute of the care association associated with the base product, but not as part of the physical product itself. The set may have a general sense of quality, not the information needed for the associated detailed (intrinsic) standards. [Zeithaml \(1988\)](#) recommend that the perceived quality of a product or service be called connected. In some cases, customers may associate a product or service individually, and the full name is virtually immaterial at the product level. Among the various things, customers create a number of names for products and services (eg khaadi, sana, etc.). The main objective is that the full name

is not limited to the development of products or services. In the service and business field, the package often appears to be associated with the name of a business rather than a single product or service.

## 2.4 E-Trust

Trust is another important example of loyalty (Reichheld and Scheffer, 2000). The concept of trust has been explored in many disciplines and many definitions have been recommended (Lewicki et al., 1998). Trust has always been associated with customer sensitivity Bigley and Pearce (1998); Singh and Sirdeshmukh (2000), because the trustee has no influence over the trustee and the trust becomes inappropriate. In commercial research, we find that trust is important in building and maintaining long-term relationships (Reichheld and Scheffer, 2000). A commonly used definition of trust is the definition defined as an exchange partner who wants to rely on self-confidence. This definition is consistent with previous studies, these studies are based on "trust in the intentions and motivations of others," this definition still exists (Lewicki et al., 1998). Recent research on online and online services has been answered who define trust as a "confidence level" or to date, there is a lack of trust in online communication (Grabner-Kräuter and Kaluscha, 2003). Krauter and Kalusha (2003) also noted the lack of research on trust in e-commerce, because many of the study focus solely on the Web browser, provided that online purchases or banking services explicitly recognize the existence of different types of trust, as well the need to distinguish between personal nature, we tend to have confidence (Grabner-Kräuter and Kaluscha, 2003). Tendent trust has a particularly important effect (trusting interaction between Bigley Trust System and People Not Know and Pearce, 1998), so the initial use of e-tailers Grabner-Kräuter and Kaluscha (2003). and the purchase of the first need. Prestige and quality service and experience. E-Trust is the trust of customers to buy online or to find information about products / services (Grabner-Kräuter and Kaluscha, 2003). Since we do not properly describe the interaction between the customer and the electronics retailer, we tend to use the e-merchant trust, then the term describes a reliable term for online commercial customers, increasing the cost and In the purchase attempt or regression, there is evidence supporting trust between e-commerce and e-commerce. There is a positive correlation.

## 2.5 Loyalty

We often take the lack of trust as a reason to buy Lee and Turban (2001), commercial sector. It corresponds to the positive reputation of the traditional loyalty of the research results Grabner-Kräuter and Kaluscha (2003) can be appreciated by the confidence created. However, the lack of electronic trust (or confidence in electronic transactions) cannot be directly impacted by online distributors; you can only affect the trust of your own electronic merchants. Dealer Confidence is the most studied form of trust in online transactions and system-based trust is strongly ignored (Bigley and Pearce, 1998; Singh and Sirdeshmukh, 2000). Electronic trusts should influence the willingness of customers to buy online Reichheld and Scheffer (2000) but they lack empirical evidence. A study found that e-Trust has a significant impact on the use of online banking, but has no impact on trust.

Researchers believe it is necessary to overcome satisfaction and to predict fidelity to variables such as Trust (Levyda et al., 2015; Reichheld and Scheffer, 2000). Trust builds a universal commitment, especially to build personal relationships with brands (Bruster, 2005). Trust is seen as an important factor influencing customer engagement and loyalty Gremler and Brown (1999);

Levyda et al. (2015); Morgan and Hunt (1994), especially after the crisis, trust and even brand engagement. Earlier research has also shown that trust is an important mediator between component settings, customer relationships, and future intentions that influence loyalty (Bruster, 2005). When customers think that electronic storage products have confidence in the Internet, they will look and feel good in this business (Connolly and Bannister, 2007). This sense of security created by electronic trusts will increase the trend Morgan and Hunt (1994) to generate real customer information and continue to search the same website Morgan and Hunt (1994) for loyalty to increase (understand the role))). In other words, once you are online, electronic trusts will reduce consumer uncertainty and increase the likelihood that inventories will be rebuilt. Infact, many studies conducted in the context of the net atmospheric environment show a positive correlation between trust and electronic fidelity electronics (Chandrashekar et al., 2007; Harris and Goode, 2004).

## 2.6 Theoretical Framework

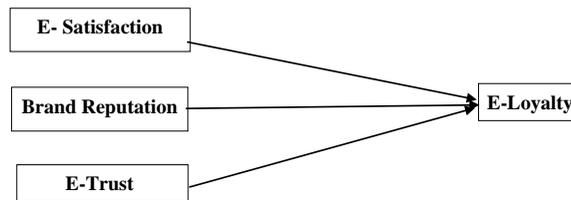


Figure 1: Theoretical Framework

## 2.7 Hypotheses

In this study, three hypotheses have been provided as follows those details and argues related to it presented in Research conceptual model explanation:

**2.7.1 H1: e-satisfaction has a positive influence on e-loyalty**

**2.7.2 H2: brand reputation has a positive influence on one- loyalty**

**2.7.3 H3: E-trust has a positive influence on E-loyalty**

## 3 Methodology

### 3.1 Sampling Size

To reduce the sampling error, the largest the sample is the more the data can be generalized and representative of the population. As a non-probability sample was used, the sample size is "a more or less subjective judgment made by the researcher". For current study it was relevant to be able to obtain a sample of around 250 respondents, from which 200 responses were received. For quantitative research methodology to investigate about the impact of e-satisfaction, brand reputation and e-trust on online loyalty.

## 3.2 Sampling Technique

To investigate research problem, a questionnaire was designed. The first portion of the questionnaire enquires about the demographic information of the person. It involves Age, Gender, and level of education and occupation of respondents. The second portion of the questionnaire collects information about the person's knowledge about related to e-satisfaction, brand reputation and e-trust and e-loyalty. It was measured on the five-point Likert scale rated from strongly disagree to the strongly agree. In quality criteria, reliability and validity of research were assessed. Reliability means how consistent internally the results are and it is assessed by the value of Cronbach alpha. It tells us how close set of items are interlinked as a group.

## 3.3 Demographics

For this particular research, 200 questionnaires were distributed among consumers of online brand purchasing in two cities i.e. Rawalpindi, Islamabad. In result, we obtained all the responses.

Male respondents in the study were 36 with the percentage of 34.3. Female respondents were 64 with the percentage of 61.5. Respondents with age between 15-20 were 15 with the percentage of 14.3. 20-25 were 75 with the percentage of 71.5, 25-30 were 10 with percentage 9.5. People with an educational level of undergraduate were 15 with a maximum percentage of 50. Graduate level respondents were 74 with the percentage of 34.5. Master respondents were 13 with the percentage of 11.0. Respondents with the occupation of the student are 52.0 with the percentage of 26.0, teacher is 59.0 with the percentage of 29.0 and working in the organization are 36.0 with the percentage of 18.0. Respondents with the married people are 13 with the percentage of 12.4 and unmarried people are 87 with the percentage of 89.2 because most of the data collection was from the university.

# 4 Results

## 4.1 Descriptive Statistics

Table 4.1 contains the statistics which describes the mean and standard deviation of the variables included in study. The data was collected via questionnaire regarding the online companies. In table 4.1, It can be seen that the mean of the E-loyalty is 3.4750 and the standard deviation is 0.67747. Independent variable includes E-satisfaction-Trust, Brand Reputation. Hence E-satisfaction has a mean value of 3.6800 and standard deviation value 0.9250. BR, with a mean value of 3.6900 and standard deviation of 0.95611. ET has a mean value of 3.1920 and standard deviation of 0.72079.

## 4.2 Correlation Analysis

Table 4.2 shows the correlation between the variables under study. The study concludes a positive correlation between E-satisfaction and E-loyalty with a value 0.585 of which shows that both variables are directly proportional to each other specifying that an increase in one variable will cause an increase in the other variable and vice versa. There exists a positive correlation between Brand reputation and E-loyalty which is reflected by the value 0.579 as indicated in the result table 4.2. This value represents a positive relationship between the two variables

Table 3.1: Demographics

Demographics	Frequency	Percent
<b>Gender</b> Male	72	34.3
Female	128	61.5
<b>Age</b> 15-20	30	14.3
20-25	150	71.4
25-30	20	9.5
<b>Degree Level</b> Under Graduate	30	50.0
Graduate	144	34.5
Masters	26	11.0
<b>Occupation</b> Student	104	52.0
Employed	40	20.0
Others	46	28.0
<b>Marital status</b> Married	26	12.4
UnMarried	174	89.2
<b>Brand name</b> Satrangi	26	12.4
Breeze	6	2.9
Junaid jamshed	16	7.9
Breakout	6	2.9
Chanel	6	2.9
Khadi	20	9.5
Beech tree	12	5.7
Sana Safinaz	20	9.5
Bonanza	20	9.5
Gul Ahmed	22	10.5
Alakram	16	7.6
Soft touch	16	7.6
Sapphire	6	2.9
Generation	8	3.8

specifying that an increase in E-trust will cause an increase of the same amount in E-loyalty is 0.745.

For the purpose of this research study, hypotheses were developed which defined the relationship between the chosen independent variable (E-satisfaction, brand reputation, and E-

Table 4.1: Descriptive Statistics

	Mean	SD
EL	3.4750	.67747
ES	3.6800	.92050
BR	3.6900	.95611
ET	3.1920	.72079

Table 4.2: Correlation Analysis

Variables	1	2	3	4
EL	1.000			
ES	.585***	1.000		
BR	.579**	.794**	1.000	
ET	.745**	.647**	.628**	1.000

\*\* Correlation is significant at the 0.01 level (2-tailed).

Table 4.3: Regression Analysis

Variables	B	St.Err	t-value	p-value	Sig.
ES	0.392	0.58	6.766	0.000	***
BR	1.55	0.075	2.079	0.000	***
ET	0.137	0.099	1.393	0.393	0.167
R-squared			0.63		
F-test			54.572	Prob > F	0.000

\*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$

Dependent variable EL

trust) and the dependent variable (E-loyalty). The value of beta for the independent variable E-satisfaction is 0.392. This indicates that one unit of increase in E-satisfaction will cause an increase in E-loyalty by 0.392. The value of t for E-satisfaction is 4.991 which are greater than 2 as this value is the criteria for determining the significance. The value of p is 0.000 which proves its significance. This result clearly supports the hypothesis that E-satisfaction has a significant impact on E-loyalty. This value indicates that one unit increase in brand reputation will cause an increase in E-loyalty by 1.55. The table 4.3 shows that the value of t for brand reputation is 2.079 which insignificant as this value is greater than 2 which is the criterion value. Here  $p=0.000$  which further proves the significance of the independent variable. This result concludes the hypothesis that brand reputation has a significant impact on E-loyalty which is a directly proportional relationship.

The value of beta for the independent variable E-trust is 0.137. This indicates that one unit of increase in E-trust will cause an increase in E-loyalty by 0.137. The value of t for E-trust is 1.393 which are less than 2 as this value is not the criteria for determining the significance. The value of p is 0.393 which proves it's nosigned. This result clearly supports that although there are modern ways introduced still in electronic world trust element is not fully developed, according to our study although a lot of platforms are available they believe in physical transaction instead of online.

Since R Square shows how close the data are to the regression line and is referred to as the coefficient of determination. The above table shows the value of R Square to be 0.63 which means there is variability between observed and predicted values by 63%.

## 5 Discussion

There is a positive and significant relationship between and E-satisfaction and E-loyalty. In today's technological world people have become more conscious of less consumption and low-cost products so they prefer products which are sold online. Due to an increase of busy life and fewer time companies have started using techniques that help people to sell products online to make it easy. To make customers loyal company should satisfy their customers. There is a positive and significant relationship between Brand reputation and E-loyalty. Results indicate that there exists a positive relationship between brand reputation and E-loyalty with significant value. It shows that more consumers perceive more reputation online stores on activities, more they will have brand loyalty for those brands. There is a positive and significant relationship between E-trust and E-loyalty. A significance level of this relationship was within the desired limit which indicated that E-trust is positively associated and significantly impact on E-loyalty. More consumers have trust towards online products and behavior, more will be loyalty.

### 5.1 Conclusions

The purpose of this study was to investigate the role of e-service and e-trust customer evaluation in explaining customer loyalty to online retailers. Specifically, the role of e-trust between e-satisfaction and e-loyalty is modeled. The data is collected in an e-commerce environment and used to validate the model being developed. As expected, electronic loyalty - mainly through changes in electronic satisfaction - positively and directly affects electronic fidelity (H1). E-Trust is also a direct impact on loyalty (H2), but much lower than satisfaction, it may mean not trusting environmental loyalty online from the major contributors expected (Finn and Kayande, 1997). Assured a different and more important role than previous studies for similar structures (Parasuraman, 2000). This directly affects satisfaction (H4), but the guarantee also strongly promotes electronic trust. But the dimension of the user interface strongly influences the satisfaction, whereas the satisfaction of the reactivity and the personalization has only a moderate effect. This study is the first attempt to test electronics such satisfaction surveys, brand reputation and the gap between electronic trust and loyalty electronics and clothing companies, as well as customer perception of related activities to the electronic marketing brand of clothing. Evaluating this gap helps determine whether managers have a clear understanding of customer expectations and expectations for online product offerings. The evaluation was performed using descriptive statistics, correlation analyzes, and regression analyzes. The study found that e-satisfaction, brand reputation, and online trust have a significant impact on the online loyalty

of online shopping and, ultimately, improve overall performance.

## 5.2 Managerial Implications

In this survey, the electronic trust does not appear to carry the basic share of many newcomers. In any case, it illustrates the important constructive outcome of electronic trust, and recognition seems to have influenced authenticity through consumer loyalty and electronic trust. From a management perspective, e-trust is very difficult to directly influence or control because it is generated by various links to various online expert organizations, such as preparation for innovation. Trust can be fully promoted by providing a secure, comforting and reliable website. As a result, the company can indirectly improve e-customer loyalty by improving the insurance dimension of its website, for example, by using the name of the Verisign label, enhancing its reputation (for example, extensive quality control), or by brand-name exchange Value Implementations that reach large contributions can be greatly expanded by providing an attractive user interface that is difficult to exploit.

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